

FIG. 1

*This is an example of generic theme paper. Paper such as this may come in packages containing multiple sheets. In this case, the left-hand side contains the "printable field" that would be utilized for printing information from the Free2Print.com website or one of its affiliates.*

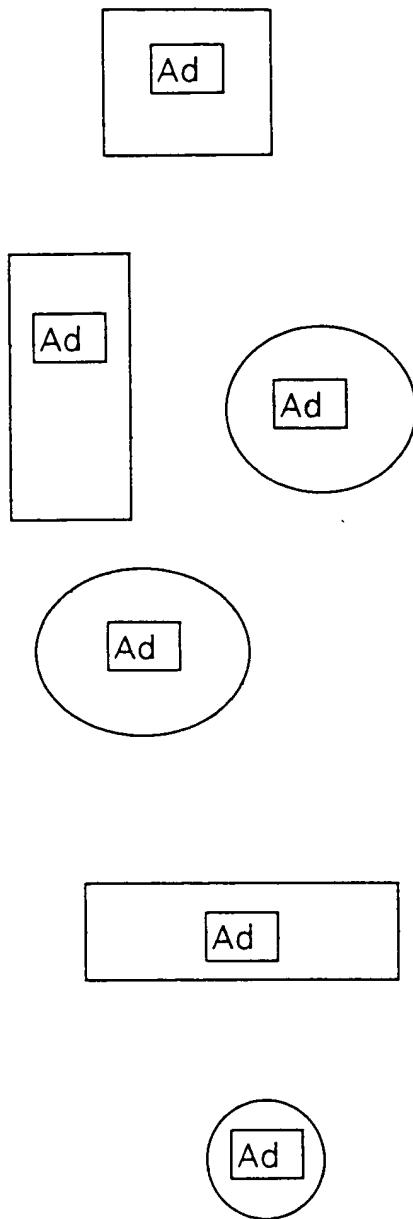


FIG.2

00022470 22012350

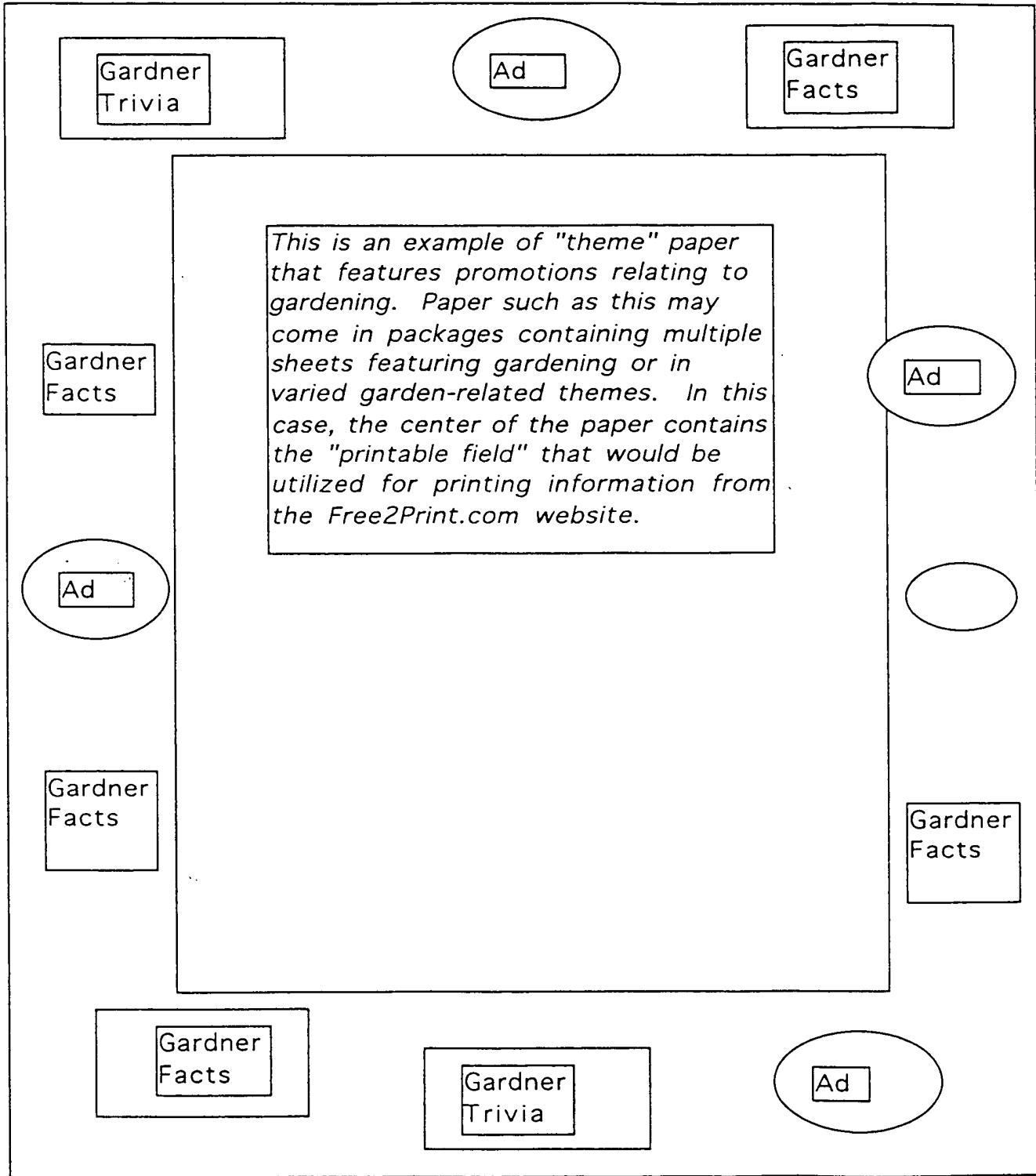


FIG 3

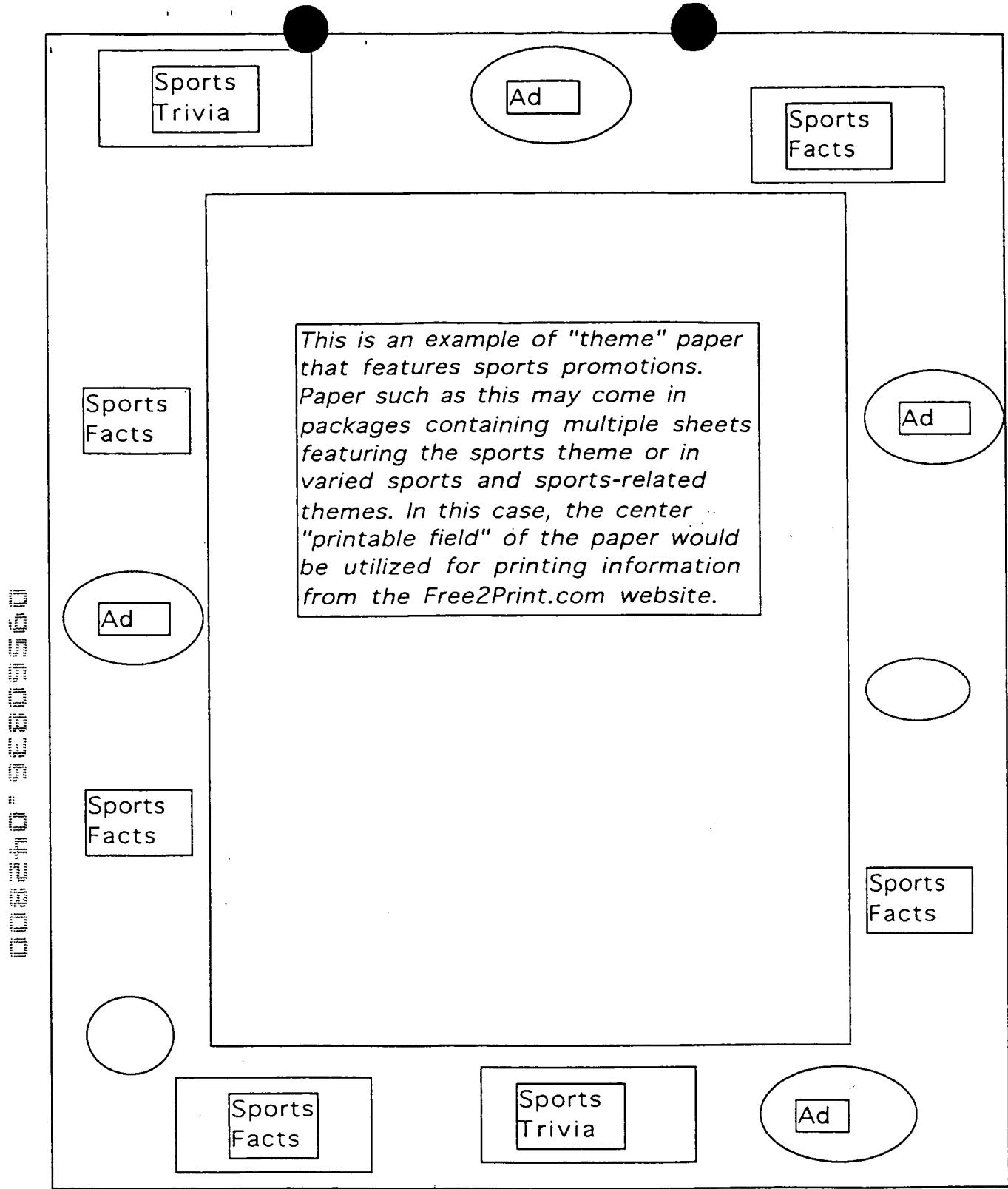


FIG. 4

501

Limited Edition No.

101

Special Limited Edition paper can be used to obtain limited editions from the internet via Free2Print.com. Paper would be designated as Limited Edition paper in some special way, either by quality or special markings.

FIG 5A

Limited Edition No. 3 of 100

502

**YANKEES WIN WORLD SERIES!!!!**  
**NO. 1 WORLD CHAMPIONS!!!!**

503

Signature:  
Worldwide Sports  
Archive  
Official Document Date:  
10/10/99

504

○ ○  
○ ○  
○  
○  
○

505

Special Limited Edition paper would bear some significant markings to verify authenticity. In this case, a dated official document date with signature and digital watermark determines its authenticity.

FIG 5B

Limited Edition No. 5 of 50

Roses are red  
Violets are blue...

~507

Signature:  
Sir Smith  
Date:  
9/9/99

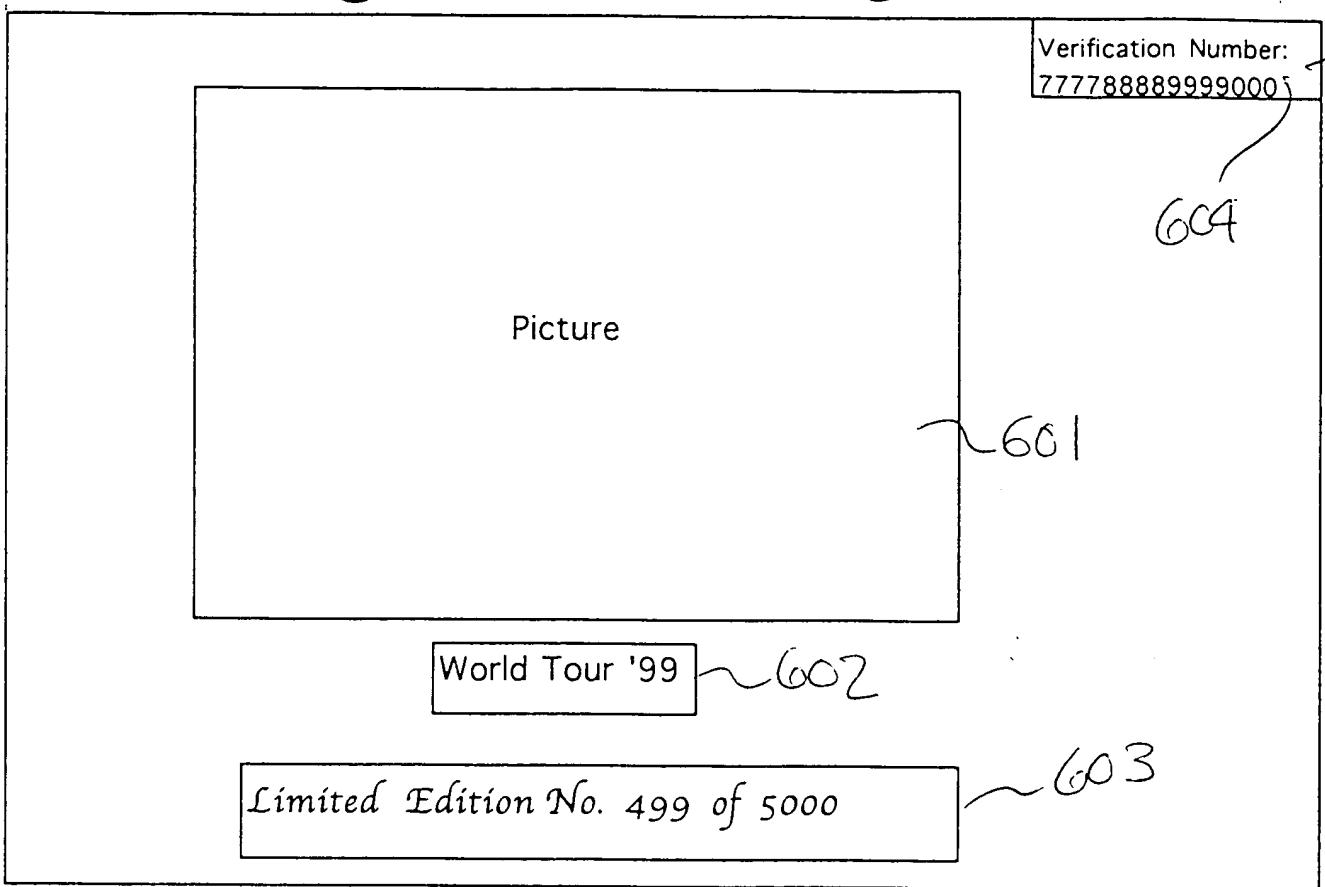
506

○○  
○○

10/1

Special Limited Edition paper would bear some significant markings to verify authenticity. In this case, a dated signature and digital watermark determines its authenticity.

FIG 5C



00000000000000000000000000000000

Special Limited Edition paper would bear some significant markings to verify authenticity. In this case, a verification number determines its authenticity.

FIG. 6

TRIVIA SWEEPS  
Free2Print

Answer or instant win  
appears below!!

Categories:  
sports 111  
entertainment 222  
biology 333  
history 444  
geography 555

Go to Free2Print.com to  
choose your category

Question:

Instant win prize:

1. Free2Print.com paper from, for example, a magazine instructs a customer to go to the Free2Print.com website to play.

FIG. 7A

http://www.free2print.com

TRIVIA SWEEPS  
Free2Print

Insert this way,  
letterhead first

Choose your category

Categories:  
→ sports 111  
entertainment 222  
biology 333  
history 444  
geography 555

Make your selection and  
insert paper into printer,  
"trivia sweeps" letterhead  
side up.

70

Question:

instant win prize:

The first 50 correct answers win an all-expense paid trip to  
the next title fight in Las Vegas, Nevada.

703

2. The customer pulls up the Free2Print.com website. The website design, in this case, looks like the corresponding paper from the magazine. It prompts the customer to choose a category and insert the paper into the printer.

FIG. 7B

TRIVIA SWEEPS  
Free2Print

Answer or instant win  
appears below!!

Categories:  
sports 111 ←  
entertainment 222  
biology 333  
history 444  
geography 555

Question:

Who was the number one heavyweight champion in 1979?

Instant win prize:

Go to [Free2Print.com](http://Free2Print.com) to register your guess. The first 50 correct answers win an all-expense paid trip to the next title fight in Las Vegas, Nevada.

3. The paper comes out of the printer with the question filled in. It instructs the customer to go to the website to enter his guess.

FIG 7C

TRIVIA SWEEPS  
Free2Print

↑  
This  
side up

Answer or instant win  
appears below!!

Type your answer here:  
106

Hit "enter" and when you  
see the flashing prompt,  
insert paper letterhead  
first

Categories:

sports 111 ←  
entertainment 222  
biology 333  
history 444  
geography 555

Question:

Who was the number one heavyweight champion in 1979?

Instant win prize:

Go to Free2Print.com to register your guess. The first 50  
correct answers win an all-expense paid trip to the next title  
fight in Las Vegas, Nevada.

4. The website prompts the customer to enter his guess and then to enter the paper back into the printer.

FIG. 7D

## TRIVIA SWEEPS

Answer or instant win  
appears below!!

Thats correct! Congratulations!!!  
You're going to Vegas!!! You are  
winner number 47!

GymWorld: America's number 1 choice for athletic gear.

Categories:  
sports 111  
entertainment 222  
biology 333  
history 444  
geography 555

Go to [Free2Print.com](http://Free2Print.com) to  
choose your category

### Question:

Who was the number one heavyweight champion in 1979?

**Instant win prize:**

Go to [Free2Print.com](http://Free2Print.com) to register your guess . The first 50 correct answers win an all-expense paid trip to the next title fight in Las Vegas, Nevada.

5. The paper comes out of the printer filled in with the results. Advertisements may also appear.

FIG. 7E

Locate the following websites to enter your chance to win the \$1,000,000.00!!

www.asdf.com

www.lkjb.com

www.poiu.com

www.qwert.com

www.ythz.com

802

10

FIG. 8A

The interested customer then visits each of the above websites where he may be prompted to enter certain information that gains him a verification number for each website he visits. At each website there are instructions on how to print out the verification number. Advertisements may also print out onto the paper. Once he has collected all of the numbers/information on his sheet of paper, he returns to the Free2Print.com website for instructions on how to enter the contest.

Locate the following websites to enter your chance to win the \$1,000,000.00 GRAND PRIZE!!

www.asdf.com

h777890-3

803

www.lkjb.com

8734t90-6

www.poiu.com

www.qwert.com

www.ythz.com

asdf.com

lkjb.com

804

FIG. 8B

A partially completed paper.

Locate the following websites to enter your chance to win the \$1,000,000.00 GRAND PRIZE!!

www.asdf.com

h777890-3

www.lkjb.com

8734t90-6

www.poiu.com

www.qwert.com

74w234-3

www.ythz.com

803

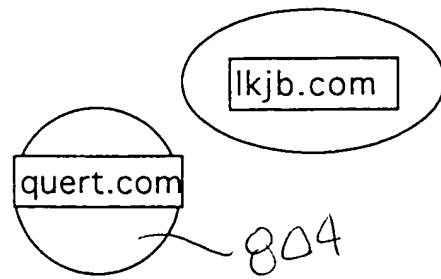


FIG. 8C

Another partially completed paper.

Locate the following websites to enter your chance to win the \$1,000,000.00 GRAND PRIZE!!

www.asdf.com h777890-3

www.lkjb.com 8734t90-6

www.poiu.com 9948762b-1

803

www.qwert.com 74w234-3

www.ythz.com 5329045l-c

asdf.com

803

piou.com

quert.com

lkjb.com

ythz.com

804

804

FIG. 8D

A completed sheet of paper may look something like this.

XYZ INSURANCE

Visit Free2Print.com to find out how much you can save!

<u>Current Coverage</u>	<u>Current Premium</u>	<u>XYZ Premium</u>	<u>Savings</u>
Bodily Injury			
Property Damage			
Personal Injury			
Uninsured Motorists			
Comprehensive			
Collision			
Rental Reimbursement			

XYZ SAVES YOU THIS MUCH \$

This is a potential sheet obtained via purchased pre-printed paper, direct mail, out of a publication, via another website or any other means. It tells the customer to follow instructions to insert the document into the printer at the Free2Print.com website.

FIG. 9A

XYZ INSURANCE

Visit [Free2Print.com](http://Free2Print.com) to find out how much you can save!

<u>Current Coverage</u>	<u>Current Premium</u>	<u>XYZ Premium</u>	<u>Savings</u>
Bodily Injury			
Property Damage			
Personal Injury	\$30.00/mo		
Uninsured Motorists			
Comprehensive			
Collision	\$20.00/mo		
Rental Reimbursement			

XYZ SAVES YOU THIS MUCH \$

Customer A goes to the website where he enters the information appropriate to his situation.

FIG. 9B

XYZ INSURANCE

Visit Free2Print.com to find out how much you can save!

<u>Current Coverage</u>	<u>Current Premium</u>	<u>XYZ Premium</u>	<u>Savings</u>
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Bodily Injury

Property Damage

Personal Injury	\$30.00/mo	\$10.25	\$20.75
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Uninsured Motorists

Comprehensive

Collision	\$20.00/mo	\$19.00	\$1.00
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Rental Reimbursement

xyz SAVES YOU THIS MUCH \$ 21.75/mo

Customer A is then prompted by the website to feed the paper into the printer, where the ad is completed with personalized information specific to his situation. The result is that Customer A has a personalized advertisement showing him how much he saves.

FIG. 9C

XYZ INSURANCE

Visit Free2Print.com to find out how much you can save!

<u>Current Coverage</u>	<u>Current Premium</u>	<u>XYZ Premium</u>	<u>Savings</u>
-------------------------	------------------------	--------------------	----------------

Bodily Injury

Property Damage

Personal Injury	\$20.00/mo	\$15.00	\$5.00
-----------------	------------	---------	--------

Uninsured Motorists

Comprehensive

Collision	\$7.00/mo	\$6.50	\$0.50
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Rental Reimbursement

XYZ SAVES YOU THIS MUCH \$ 5.50/mo

Customer B goes through the same process, entering his own information via the ad and the website, and his ad is completed with personalized information specific to his situation. The result is that Customer B also has a personalized advertisement showing him how much he saves.

FIG. 9D

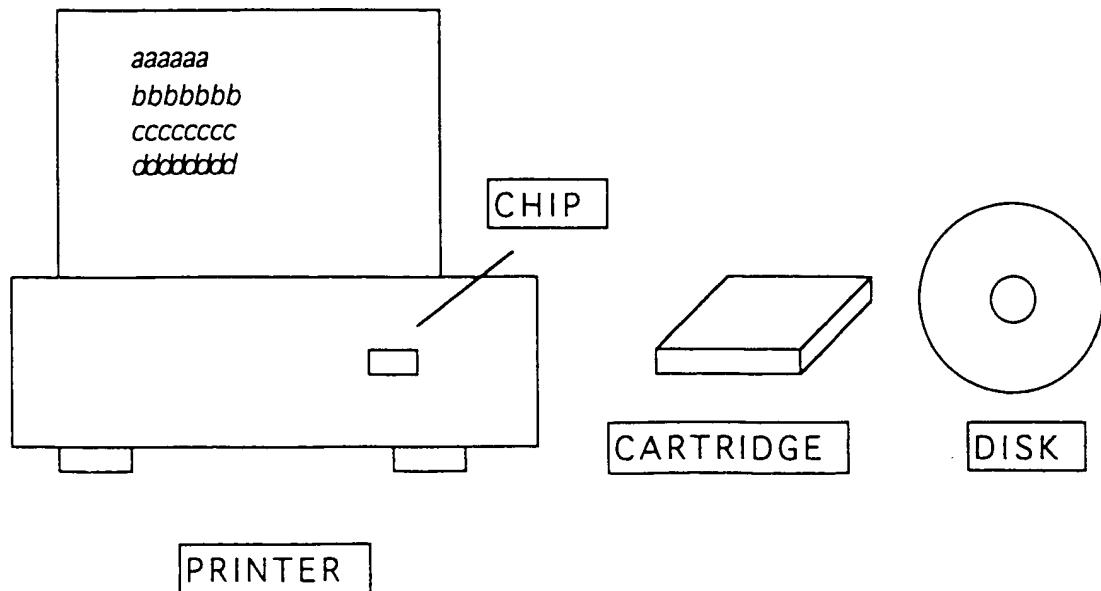
XYZ INSURANCE

Visit Free2Print.com to find out how much you can save!

<u>Current Coverage</u>	<u>Current Premium</u>	<u>XYZ Premium</u>	<u>Savings</u>
Bodily Injury			
Property Damage			
Personal Injury	\$10.00/mo	\$7.25	\$2.75
Uninsured Motorists			
Comprehensive			
Collision	\$10.00/mo	\$9.00	\$1.00
Rental Reimbursement			
		xyz SAVES YOU THIS MUCH \$	3.75/mo

Customer C goes through the same process as A and B, entering her own information via the ad and the website, and her ad is completed with personalized information specific to her situation. The result is that Customer C also has a personalized advertisement showing her how much she saves.

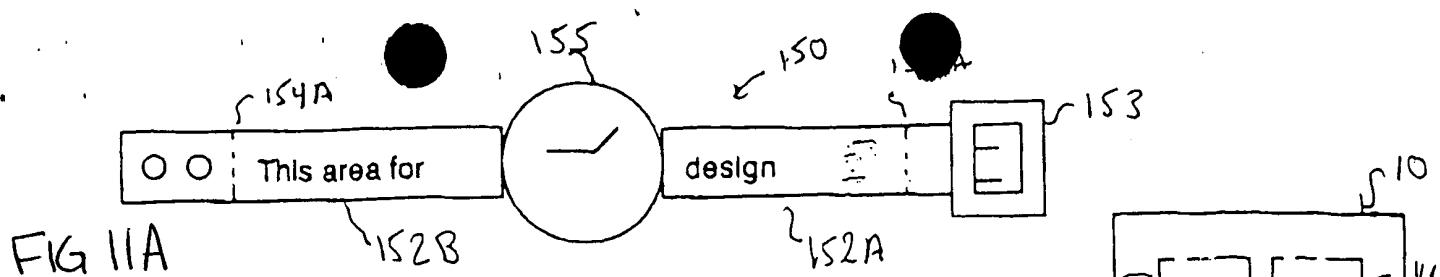
FIG. 9E



A cartridge, disk or chip is inserted or implanted into the printer enabling advertisements to print directly onto printed items.

00022410 = 3123025160

FIG. 10.



The watch is purchased with an insertable watchband that is meant to be tailored by or for the individual.

The watchband design is tailored by the individual while on-line either by choosing from a selection of designs, or by creating a design. The sizing is specified and the band is then printed out and inserted into the watch.

The design can vary as often and in as many ways as possible by the individual:

(Unique design for each day of the week)

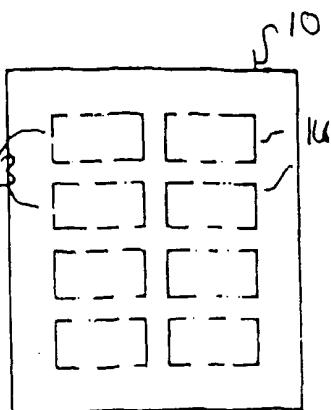
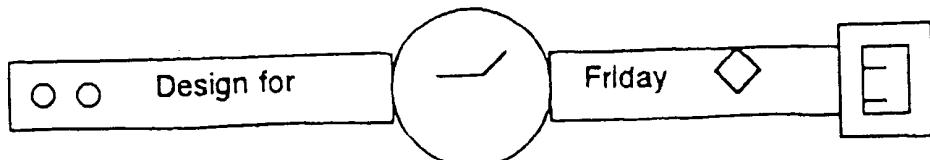
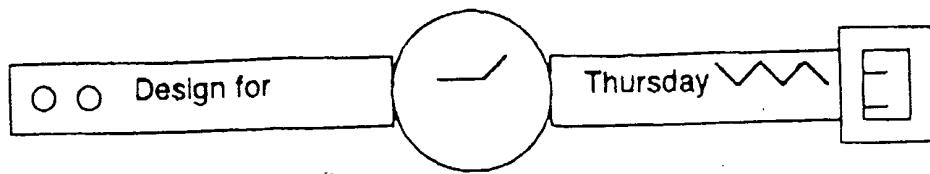
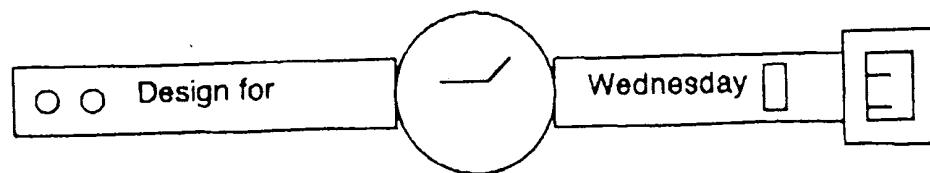
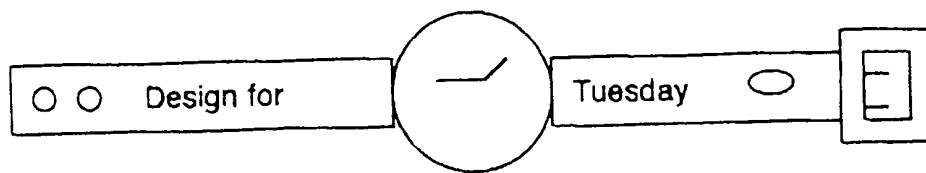
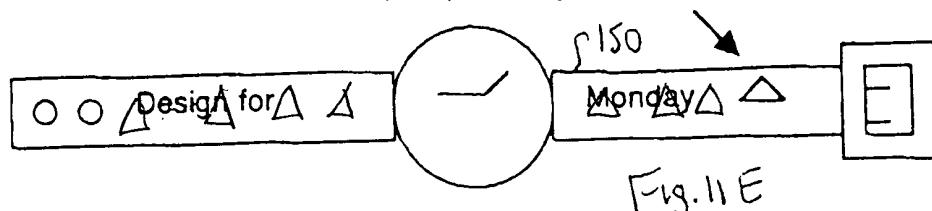


Fig.11B

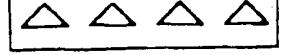


Fig.11B

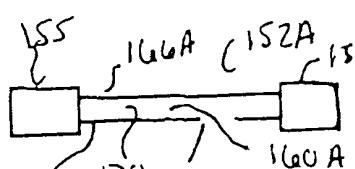
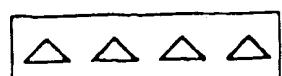


Fig.11D

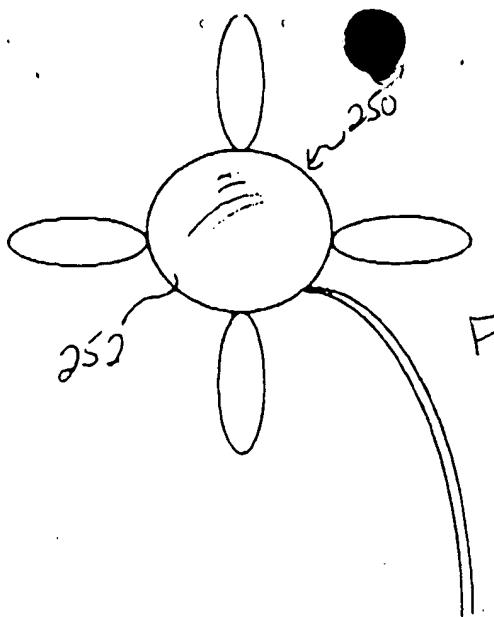


Fig.12A

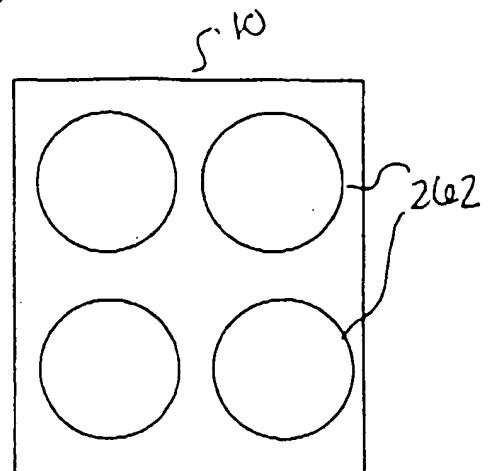


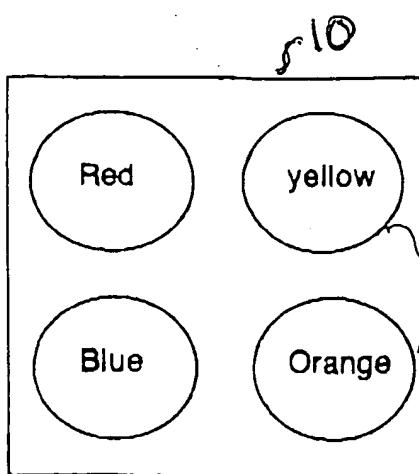
Fig.12B

The customized design is created and printed out in the dimensions previously specified for the individual, and the design is inserted into the broche. This design is removable and can be changed as often as the individual desires.

The information is stored and recalled when the individual wants to redesign the insert.

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Fig.12C



Design changes are printed out and inserted into the broche.

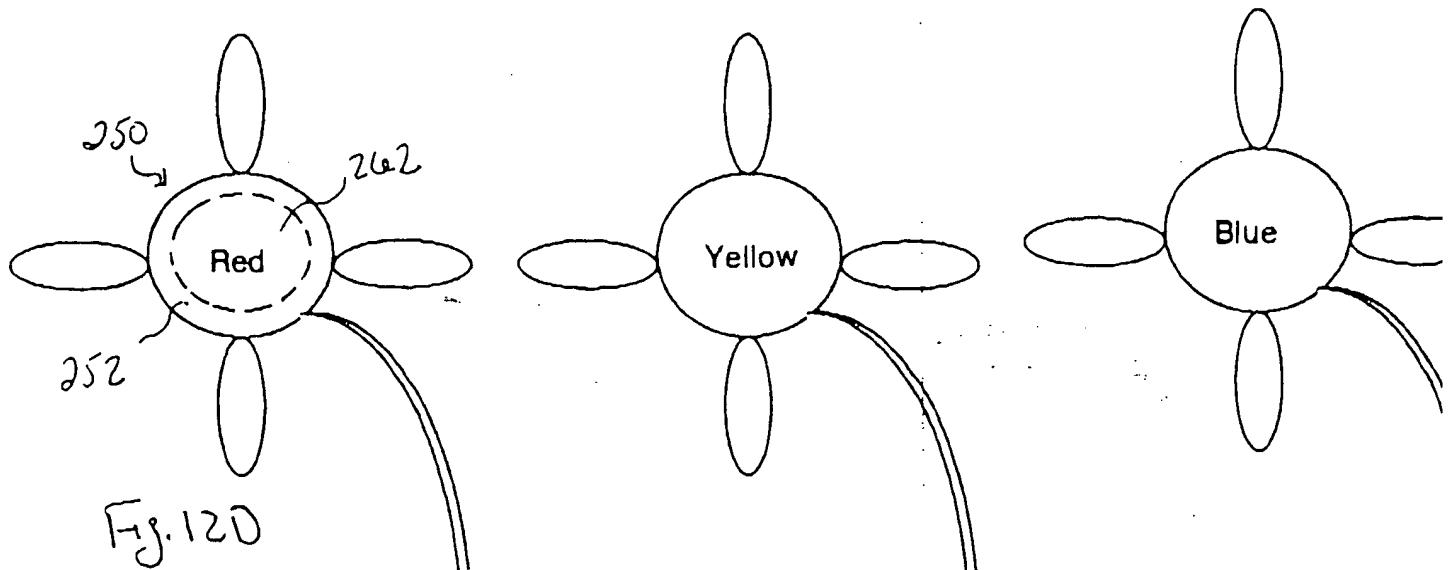


Fig.12D



FIG. 13B

Virtually any item imaginable can be created for Free2Print inserts. In this case, a welcome sign designed to hang on a front door is customized by an individual.

The insert is put into the insertable sign holder:

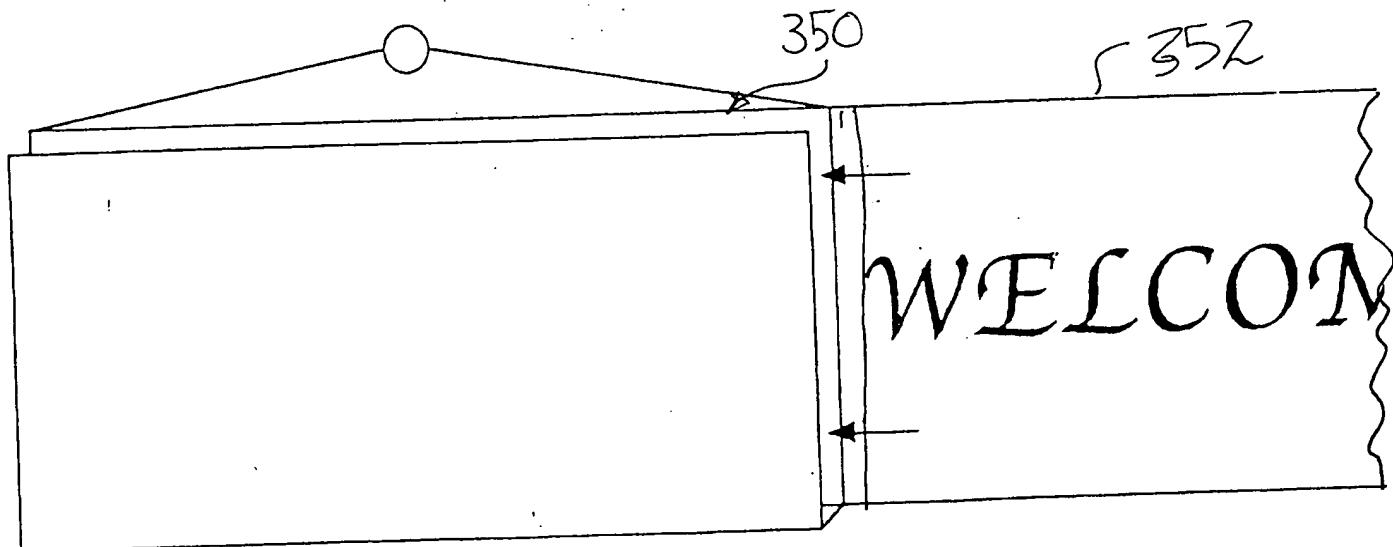


FIG. 13A

Finished product:

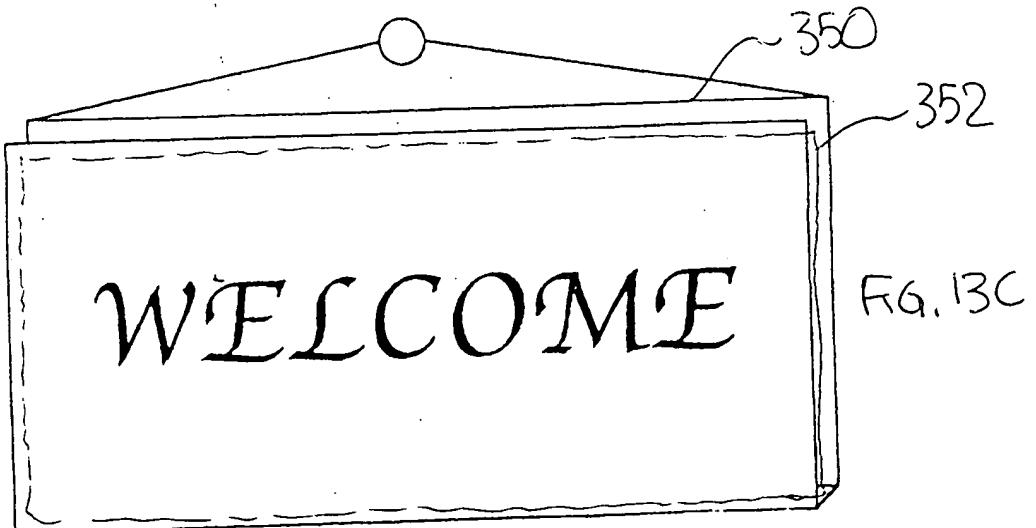


FIG. 13C